

**Zeitschrift:** Swiss textiles [English edition]  
**Band:** - (1940)  
**Heft:** 2

**Artikel:** Swiss textiles at the New York World's Fair 1940  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-799523>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 16.10.2024

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# SWISS TEXTILES

1940

Special publication of the

Swiss Office for the Development of Trade, Zurich and Lausanne

N° 2

EDITOR AND PUBLISHER: SWISS OFFICE FOR THE DEVELOPMENT OF TRADE, POST BOX 4, LAUSANNE


We send a specimen of our „Swiss Textiles“ free of charge on application and are always ready to give further information and to put applicants into touch with Swiss manufacturers.

The „Swiss Textiles“ are issued four times per year. — Single registration fee Swiss Fr. 3.—

Chief editor: CHARLES BLASER, Lausanne

## Swiss Textiles

at the New York World's  
Fair 1940



This year, the textile section in the Swiss Pavilion has been entirely transformed and it has also been greatly extended to afford not only the most advantageous presentation of the different collections but also the most agreeable means of circulation for the visitors.

All branches of the Swiss textile industry are once more represented with a comprehensiveness which is little short of perfection.

The St. Gall Embroidery and Cotton industry exhibits its latest creations in an entirely new way. Their novel method consists in employing mechanised mannequins which are attired in high-class creations (executed after the drawings and under the direction of René Hubert). In this way they show to the best advantage the infinite possibilities offered by the fine cotton textiles which are treated according to the St. Gall technical processes. Other show-cases feature embroidered articles such as handkerchiefs, flowers, collars, cuffs, jabots, etc. The materials themselves are displayed full-length against the background of the pavilion.

Passing to the silk industry, we find it has created new textures: some in daring colours set off by gold or silver, others in delicate pastel shades as can be seen made up into some of the dresses worn by the mannequins. Indeed, we can even admire an eighteenth century dress made from Swiss silk manufacture. The most recent creations of the manufacturers of silks for ties and materials for church garments and ornaments are also on view.

The woolen lingerie industry exhibits collections which, as well as illustrating the perfection of the stitch work, give prominence to the excellent taste of their creators who can be relied on to take into every consideration the exigences of the vagaries of fashion.

The leather and shoe industry is well represented by articles in fine leather and by a show-case of first-class quality shoes.

Finally we come to the industry catering for hats manufactured from straw plaits and which, in the impossibility of showing the infinite range of its products, is content to draw our attention to its existence by a display of some of its most valued and praiseworthy models.